



LEO BURNETT U.S.A.
OFFICE MEMO

September 5, 1991

To: Becky Ensign -19

cc: Debbie Lynch -19
Steve Brister -19
Karen Green -12
Kristen Hillenbrand -19
Kathy Lalley -12
Nancy Munsterman -12
Carrie Radovich -19
Karen Berman -19
Bill Beardslee -19
Claudia Roenitz -19
Dave Etz -19
Jim Hunn -24
Ray London -24

From: Nichelle Nicholes

Re: Bucks 2 Free Packs Program - 1991

Becky, the following are all of the responder profiles Liz Sedor requested for the 1991 Bucks 2 Free Packs Program, with the exception of profiles by age (21-34, 35+) and specific media codes. There have been some problems obtaining this information from Richmond, so it will come later.

Your program had 1,096,047 total responders. Of course, the number of smokers available for future contact is lower (due to undeliverables, etc.); the database reflects this number as 917,338, which is the universe on which this report is based.

The program was distributed through two media vehicles, magazine BRC and FSI. 87% of the sample responded to the magazine BRC, while 18% responded to the FSI (5% responded to both).

We are still waiting on access to name generation information. Again, due to problems encountered at Richmond, we have been unable to determine the quantity of names generated as a result of this program. However, Richmond is doing special processing, so hopefully we will get this information soon.

2073133367

Total Media Responders

You will be happy to note that a majority of the responders to this program were male (61%), and more than one-third of the program's responders (38%) were between the ages of 21-34.

Looking at the cigarette characteristics, the program appealed to mostly non-menthol smokers (75%). Kings smokers were more likely to respond (56%), as were full flavor smokers (44%), although lights smokers showed a strong interest (36%). A majority of responders (66%) were carton or both ways purchasers.

Philip Morris brands made up 42% of the responders, with Marlboro smokers being the number one responder group at 28%. Winston (12%) and Camel smokers (9%) rounded out the top three.

19% of the program's responders claimed to smoke a Price Value brand. The top three Price Value brands were: Doral (3.8%), Bucks (3.2%), and Generics (1.4%).

Magazine BRC Responders

Responders to the magazine BRC tended to be male (64%), and 35 years of age or older (58%). As smokers, they were not very different from FSI responders. They tended to be Kings (54%), full flavor (45%), and non-menthol smokers (71%). However, versus FSI responders, a greater proportion of these respondents were Marlboro smokers (30%); Winston (12%), and Camel smokers (10%) rounded out the top three.

FSI Responders

Not surprisingly, the FSI responders tended to be women (52%) and skewed older, with 66% being 35+. As smokers, they were similar to the BRC responders, though there was a higher number of 100's and 120's smokers (35% vs 30%), likely due to the greater presence of women in the sample. Still, FSI responders tended to be Kings (48%), full flavor (42%), and non-menthol smokers (72%). The top three brands smoked by FSI responders were consistent with the BRC responders, though noteworthy, Marlboro was represented at a significantly lower level than in the Magazine BRC sample (23% vs 30%).

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Price Value Responders

19% of the responders to this program were smokers of Price Value brands. Both men (57%) and women (43%) were well represented in the sample. As we would expect, these responders tended to be older than the total sample: 65% were 35+. Price Value responders tended to be non-menthol (83%), Kings smokers (51%) and were more likely than the total sample to be Lights smokers (49% vs. 36%). They were also more likely than the total sample to be carton purchasers (39% vs. 29%). Not surprisingly, American Brands and Brown and Williamson smokers had a stronger presence here than in the total sample, while Philip Morris' presence was weaker versus the total sample.

Doral was the leading price value brand (21%), surprisingly followed by Bucks, with 17% of the Price Value responders claiming it as their regular brand. Cambridge smokers were also present at a relatively high level (13%).

Full Flavor Responders

44% of the responders to this program were full flavor smokers. Two-thirds of these smokers were men, and they tended to be older (57% were 35+). They also tended to be Kings (69%) and non-menthol smokers (82%). The top brands, as seen in the total sample, were more strongly represented among full flavor responders, with Marlboro (36%), Winston (15%), and Camel smokers (11%) accounting for nearly two-thirds of full flavor responders.

Lights/Low Tar Responders

Lights/Low Tar smokers accounted for 36% of all responders. The sample was fairly well balanced between men and women, though men still maintained a majority (58%). They tended to be older (57% were 35+). Similar to the total sample, they tended to be Kings (56%) and non-menthol smokers (80%). More than a quarter were Marlboro smokers (29%), while Winston (11%) and Camel smokers (9%) were the next highest represented group.

2073133369

Marlboro Responders

As mentioned above, more than a quarter of the total sample of responders were Marlboro smokers. Their profile indicates that the program appealed primarily to males (65%), and that these smokers were younger than the total sample of responders: 58% of the Marlboro responders were 21-34, versus 38% for the total sample. More Kings smokers responded (72%) as did full flavor smokers (57%). Not surprisingly, Marlboro responders were more likely than the total sample to be pack purchasers (28% vs. 21%).

Winston Responders

Winston smokers accounted for 12% of all responders. A majority of the Winston smokers were men (64%) and older (69% were 35+). They tended to be Kings (64%) and full flavor smokers (55%). Further, they were more likely than the total sample to purchase their cigarettes both ways or by the carton (73% vs 66%), likely a function of their older age skew.

Camel Responders

Camel smokers accounted for 9% of all responders. The Camel responders were overwhelmingly male (79%), with an age profile that reflected the total sample (57% were 35+). They tended to be Kings (76%) and full flavor smokers (55%).

Doral Responders

Doral smokers accounted for 4% of the sample. While their profile differed from the total sample (gender, age, tar level, length), it was similar to other Price Value responders. Like Price Value responders, Doral smokers were more evenly mixed by sex, men (53%) and women (47%), and tended to be older (65% were 35+). More than Price Value responders, however, Doral smokers were likely to be 100's (52%), lights/ultra lights smokers (65%), and carton purchasers (45%).

We will be forwarding the age and media code profiles as soon as they are available.

Please feel free to call with questions or comments.

Nicki
Nicki
x3625

2073133370

BUCKS 2 FREE PACKS
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 Available Responders

N = 917,338

		Total	Total Without
		Total	Unknowns
	#	%	%
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GENDER			
Women	352,984	38.5	38.5
Men	563,022	61.4	61.5
Initial/Ambig/Unknown	1,332	0.1	
AGE			
21-24	98,859	10.8	11.1
25-34	251,478	27.4	28.1
35-44	224,959	24.5	25.2
45-54	142,217	15.5	15.9
55-64	97,923	10.7	11.0
65+	78,112	8.5	8.7
Unknown	23,699	2.6	
LENGTH			
Less than 85	127	0.0	0.0
Kings/85's	517,357	56.4	64.8
Longs/100's	271,213	29.6	34.0
Extra Longs/120's	9,693	1.1	1.2
Unknown	118,948	13.0	
TAR LEVEL			
Full flavor	406,552	44.3	50.4
Lights	333,492	36.4	41.3
Ultras	66,681	7.3	8.3
Unknown	110,613	12.1	
FLAVOR			
Menthol	133,090	14.5	16.2
Non-Menthol	690,853	75.3	83.8
Unknown	93,395	10.2	
BUYKIND			
Both ways	343,779	37.5	42.9
Carton	263,060	28.7	32.9
Pack	193,923	21.1	24.2
Unknown	116,576	12.7	

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BUCKS 2 FREE PACKS

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Available Responders

N = 917,338

		Total	Total Without
		Total	Unknowns
	#	%	%
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MANUFACTURER			
Philip Morris	381,788	41.6	43.9
American Brands	53,151	5.8	6.1
Brown and Williamson	60,529	6.6	7.0
Liggett	16,489	1.8	1.9
Lorillard	33,349	3.6	3.8
RJ Reynolds	306,614	33.4	35.2
Generics	18,231	2.0	2.1
Unknown	47,187	5.1	
TOP BRANDS			
Marlboro	258,387	28.2	30.2
Winston	112,660	12.3	13.2
Camel	82,000	8.9	9.6
Doral	35,871	3.9	4.2
Salem	34,952	3.8	4.1
Bucks	29,000	3.2	3.4
Kool	26,463	2.9	3.1
Merit	23,980	2.6	2.8
Cambridge	22,772	2.5	2.7
Pall Mall	21,067	2.3	2.5
Vantage	17,271	1.9	2.0
Benson & Hedges	16,102	1.8	1.9
Newport	15,006	1.6	1.8
Virginia Slims	12,635	1.4	1.5
Raleigh	11,668	1.3	1.4
Kent	10,576	1.2	1.2
Viceroy	9,301	1.0	1.1
Pyramid	8,719	1.0	1.0
Montclair	8,395	0.9	1.0
Bristol	8,029	0.9	0.9
More	7,816	0.9	0.9
Richland 25's	6,564	0.7	0.8
Century 25's	6,018	0.7	0.7
Magna	4,869	0.5	0.6
Malibu	4,475	0.5	0.5
Others	62,009	6.8	7.2
Unknown	60,733	6.6	

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BUCKS 2 FREE PACKS
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1st Response to Magazine

N = 752,349

		Total Without Total Unknowns	
	#	%	%
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GENDER			
Women	267,513	35.6	35.6
Men	483,716	64.3	64.4
Initial/Ambig/Unknown	1,120	0.1	
AGE			
21-24	86,516	11.5	11.8
25-34	210,181	27.9	28.7
35-44	186,566	24.8	25.5
45-54	115,034	15.3	15.7
55-64	75,149	10.0	10.3
65+	59,486	7.9	8.1
Unknown	19,417	2.6	
LENGTH			
Less than 85	336	0.0	0.1
Kings/85's	406,167	54.0	64.6
Longs/100's	214,038	28.4	34.0
Extra Longs/120's	8,172	1.1	1.3
Unknown	123,636	16.4	
TAR LEVEL			
Full flavor	337,785	44.9	51.1
Lights	271,638	36.1	41.1
Ultras	52,243	6.9	7.9
Unknown	90,683	12.1	
FLAVOR			
Menthol	115,230	15.3	17.7
Non-Menthol	535,996	71.2	82.3
Unknown	101,123	13.4	
BUYKIND			
Both ways	280,915	37.3	43.0
Carton	211,112	28.1	32.3
Pack	161,084	21.4	24.7
Unknown	99,238	13.2	

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BUCKS 2 FREE PACKS
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1st Response to Magazine

N = 752,349

		Total Without Total Unknowns	
	#	%	%
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MANUFACTURER			
Philip Morris	323,979	43.1	44.8
American Brands	41,462	5.5	5.7
Brown and Williamson	50,076	6.7	6.9
Liggett	12,741	1.7	1.8
Lorillard	29,258	3.9	4.0
RJ Reynolds	251,590	33.4	34.8
Generics	13,867	1.8	1.9
Unknown	29,376	3.9	
TOP BRANDS			
Marlboro	224,619	29.9	31.1
Winston	89,658	11.9	12.4
Camel	71,764	9.5	9.9
Salem	28,879	3.8	4.0
Doral	28,428	3.8	3.9
Bucks	24,025	3.2	3.3
Kool	22,994	3.1	3.2
Merit	20,134	2.7	2.8
Pall Mall	16,700	2.2	2.3
Cambridge	15,910	2.1	2.2
Benson & Hedges	14,110	1.9	2.0
Newport	14,107	1.9	2.0
Vantage	12,828	1.7	1.8
Generics	10,551	1.4	1.5
Virginia Slims	10,337	1.4	1.4
Raleigh	9,084	1.2	1.3
Kent	8,183	1.1	1.1
Viceroy	7,615	1.0	1.1
Pyramid	6,735	0.9	0.9
More	6,198	0.8	0.9
Montclair	5,976	0.8	0.8
Bristol	5,258	0.7	0.7
Richland 25's	5,048	0.7	0.7
Carlton	4,945	0.7	0.7
Lucky Strike	4,726	0.6	0.7
Others	54,439	7.2	7.5
Unknown	29,098	3.9	

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BUCKS 2 FREE PACKS
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 1st Response to FSI

N = 164,919

		Total Without Total Unknowns	
	#	%	%
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GENDER			
Women	85,440	51.8	51.9
Men	79,267	48.1	48.1
Initial/Ambig/Unknown	212	0.1	
AGE			
21-24	10,512	6.4	6.5
25-34	40,790	24.7	25.4
35-44	39,050	23.7	24.3
45-54	27,838	16.9	17.3
55-64	22,996	13.9	14.3
65+	19,384	11.8	12.1
Unknown	4,349	2.6	
LENGTH			
Less than 85	106	0.1	0.1
Kings/85's	78,800	47.8	57.7
Longs/100's	55,392	33.6	40.6
Extra Longs/120's	2,213	1.3	1.6
Unknown	28,408	17.2	
TAR LEVEL			
Full flavor	69,315	42.0	48.2
Lights	60,410	36.6	42.0
Ultras	14,200	8.6	9.9
Unknown	20,994	12.7	
FLAVOR			
Menthol	24,220	14.7	17.0
Non-Menthol	118,163	71.6	83.0
Unknown	22,536	13.7	
BUYKIND			
Both ways	59,438	36.0	41.1
Carton	53,605	32.5	37.1
Pack	31,601	19.2	21.8
Unknown	20,275	12.3	

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BUCKS 2 FREE PACKS

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1st Response to FSI

N = 164,919

		Total	Without
		Total	Unknowns
	#	%	%
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MANUFACTURER			
Philip Morris	61,879	37.5	38.8
American Brands	10,644	6.5	6.7
Brown and Williamson	11,330	6.9	7.1
Liggett	3,853	2.3	2.4
Lorillard	4,409	2.7	2.8
RJ Reynolds	63,067	38.2	39.5
Generics	4,497	2.7	2.8
Unknown	5,240	3.2	
TOP BRANDS			
Marlboro	38,176	23.1	23.9
Winston	22,916	13.9	14.3
Camel	13,879	8.4	8.7
Doral	8,737	5.3	5.5
Salem	6,897	4.2	4.3
Cambridge	5,340	3.2	3.3
Bucks	5,279	3.2	3.3
Vantage	4,799	2.9	3.0
Pall Mall	4,204	2.5	2.6
Merit	4,091	2.5	2.6
Kool	3,992	2.4	2.5
Generic/Store	3,509	2.1	2.2
Benson & Hedges	2,919	1.8	1.8
Virginia Slims	2,759	1.7	1.7
Raleigh	2,495	1.5	1.6
Pyramid	2,096	1.3	1.3
Viceroy	1,969	1.2	1.2
More	1,842	1.1	1.2
Montclair	1,747	1.1	1.1
Century 25's	1,621	1.0	1.0
Kent	1,574	1.0	1.0
Richland 25's	1,442	0.9	0.9
Newport	1,322	0.8	0.8
Bristol	1,227	0.7	0.8
Carlton	1,207	0.7	0.8
Others	13,666	8.3	8.6
Unknown	5,214	3.2	

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BUCKS 2 FREE PACKS

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Price Value Resp

N = 170,629

		Total	Total Without
		Total	Unknowns
	#	%	%
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GENDER			
Women	72,922	42.7	42.8
Men	97,520	57.2	57.2
Initial/Ambig/Unknown	187	0.1	
AGE			
21-24	13,131	7.7	7.9
25-34	43,405	25.4	26.1
35-44	45,216	26.5	27.1
45-54	29,966	17.6	18.0
55-64	20,432	12.0	12.3
65+	14,395	8.4	8.6
Unknown	4,070	2.4	
LENGTH			
Less than 85	1	0.0	0.0
Kings/85's	87,496	51.3	53.8
Longs/100's	74,726	43.8	46.0
Extra Longs/120's	286	0.2	0.2
Unknown	8,120	4.8	
TAR LEVEL			
Full flavor	62,876	36.8	40.2
Lights	82,817	48.5	53.0
Ultras	11,774	6.9	7.5
Unknown	14,389	8.4	
FLAVOR			
Menthol	18,907	11.1	11.8
Non-Menthol	141,054	82.7	88.2
Unknown	10,668	6.3	
BUYKIND			
Both ways	63,445	37.2	40.0
Carton	66,084	38.7	41.7
Pack	29,074	17.0	18.3
Unknown	12,026	7.0	

2073133377

BUCKS 2 FREE PACKS

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Price Value Resp

N = 170,629

		Total	Total
		Without	Unknowns
	#	%	%
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MANUFACTURER			
Philip Morris	64,013	37.5	41.9
American Brands	17,212	10.1	11.3
Brown and Williamson	15,907	9.3	10.4
Liggett	8,678	5.1	5.7
Lorillard	59	0.0	0.0
RJ Reynolds	46,978	27.5	30.7
Generics		0.0	0.0
Unknown	17,782	10.4	
TOP BRANDS			
Doral	35,648	20.9	20.9
Bucks	28,554	16.7	16.7
Cambridge	22,586	13.2	13.2
Generic/Store	13,444	7.9	7.9
Viceroy	9,214	5.4	5.4
Pyramid	8,644	5.1	5.1
Montclair	8,308	4.9	4.9
Bristol	7,962	4.7	4.7
Richland 25's	6,529	3.8	3.8
Century 25's	5,965	3.5	3.5
Magna	4,812	2.8	2.8
Malibu	4,391	2.6	2.6
Alpine	3,505	2.1	2.1
American Lights	2,510	1.5	1.5
Basics	2,472	1.4	1.4
Misty Slims	1,936	1.1	1.1
Marlboro	654	0.4	0.4
Players Light 25's	605	0.4	0.4
Yours	482	0.3	0.3
Worth	368	0.2	0.2
Quality	242	0.1	0.1
Winston	241	0.1	0.1
Scotch Buy	238	0.1	0.1
Price Breaker	213	0.1	0.1
Camel	189	0.1	0.1
Others	917	0.5	0.5
Unknown	0	0.0	

2073133378

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*****
* User name:  ARNETT (30)                Queue:  LEO12S1/PRINTQ_1      *
* File name:                                     Server  LEO12S1      *
* Directory:                                     *
* Description: LPT1 Catch                     *
*           August 1, 91                      1:59pm                *
*****
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BUCKS 2 FREE PACKS

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Full Flavor Resp

N = 406,565

	#	%	Total Without Total Unknowns
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GENDER			
Women	134,209	33.0	33.0
Men	271,925	66.9	67.0
Initial/Ambig/Unknown	431	0.1	
AGE			
21-24	49,268	12.1	12.4
25-34	116,592	28.7	29.3
35-44	102,210	25.1	25.7
45-54	62,056	15.3	15.6
55-64	39,204	9.6	9.9
65+	28,249	6.9	7.1
Unknown	8,936	2.2	
LENGTH			
Less than 85	127	0.0	0.0
Kings/85's	280,778	69.1	74.8
Longs/100's	90,460	22.2	24.1
Extra Longs/120's	4,043	1.0	1.1
Unknown	31,157	7.7	
TAR LEVEL			
Full flavor	405,398	99.7	99.8
Lights	784	0.2	0.2
Ultras	119	0.0	0.0
Unknown	281	0.1	
FLAVOR			
Menthol	54,740	13.5	14.1
Non-Menthol	333,029	81.9	85.9
Unknown	18,796	4.6	
BUYKIND			
Both ways	175,666	43.2	46.2
Carton	115,937	28.5	30.5
Pack	88,792	21.8	23.3
Unknown	26,170	6.4	

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BUCKS 2 FREE PACKS

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Full Flavor Resp

N = 406,565

		Total Without	
	Total	Unknowns	
	#	%	%
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MANUFACTURER			
Philip Morris	179,457	44.1	44.9
American Brands	25,014	6.2	6.3
Brown and Williamson	35,675	8.8	8.9
Liggett	6,121	1.5	1.5
Lorillard	11,680	2.9	2.9
RJ Reynolds	141,965	34.9	35.5
Generics		0.0	0.0
Unknown	6,653	1.6	
TOP BRANDS			
Marlboro	146,730	36.1	36.1
Winston	62,327	15.3	15.3
Camel	45,195	11.1	11.1
Pall Mall	17,531	4.3	4.3
Kool	15,313	3.8	3.8
Bucks	14,072	3.5	3.5
Doral	12,075	3.0	3.0
Salem	12,072	3.0	3.0
Newport	9,622	2.4	2.4
Cambridge	7,233	1.8	1.8
Raleigh	6,582	1.6	1.6
Benson & Hedges	6,354	1.6	1.6
Viceroy	6,037	1.5	1.5
Generic/Store	5,349	1.3	1.3
More	4,692	1.2	1.2
Richland 25's	4,669	1.1	1.1
Lucky Strike	3,755	0.9	0.9
Belair	3,062	0.8	0.8
Virginia Slims	2,982	0.7	0.7
Pyramid	2,898	0.7	0.7
Century 25's	2,868	0.7	0.7
Magna	2,684	0.7	0.7
Old Gold	1,600	0.4	0.4
Malibu	1,589	0.4	0.4
Alpine	1,264	0.3	0.3
Others	8,010	2.0	2.0
Unknown	0	0.0	

2073133380

BUCKS 2 FREE PACKS
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 Lights/Low Tar Resp

N = 333,426

		Total Without Total Unknowns	
	#	%	%
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GENDER			
Women	138,927	41.7	41.7
Men	194,136	58.2	58.3
Initial/Ambig/Unknown	363	0.1	
AGE			
21-24	38,122	11.4	11.7
25-34	96,678	29.0	29.7
35-44	81,750	24.5	25.1
45-54	49,126	14.7	15.1
55-64	33,304	10.0	10.2
65+	26,462	7.9	8.1
Unknown	7,956	2.4	
LENGTH			
Less than 85	0	0.0	0.0
Kings/85's	185,715	55.7	59.5
Longs/100's	122,730	36.8	39.3
Extra Longs/120's	3,547	1.1	1.1
Unknown	21,434	6.4	
TAR LEVEL			
Full flavor	737	0.2	0.2
Lights	332,244	99.6	99.7
Ultras	221	0.1	0.1
Unknown	248	0.1	
FLAVOR			
Menthol	51,532	15.5	16.2
Non-Menthol	266,704	80.0	83.8
Unknown	15,190	4.6	
BUYKIND			
Both ways	124,063	37.2	40.4
Carton	103,135	30.9	33.6
Pack	80,083	24.0	26.1
Unknown	26,145	7.8	

2073133381

BUCKS 2 FREE PACKS
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 Lights/Low Tar Resp

N = 333,426

		Total	Total Without
		Total	Unknowns
	#	%	%
	---	---	---
MANUFACTURER			
Philip Morris	153,750	46.1	47.2
American Brands	18,755	5.6	5.8
Brown and Williamson	17,187	5.2	5.3
Liggett	5,290	1.6	1.6
Lorillard	16,309	4.9	5.0
RJ Reynolds	114,223	34.3	35.1
Generics		0.0	0.0
Unknown	7,912	2.4	
TOP BRANDS			
Marlboro	96,841	29.0	29.0
Winston	37,588	11.3	11.3
Camel	28,776	8.6	8.6
Doral	17,318	5.2	5.2
Salem	15,623	4.7	4.7
Cambridge	11,942	3.6	3.6
Bucks	11,478	3.4	3.4
Merit	10,553	3.2	3.2
Kent	10,480	3.1	3.1
Montclair	8,319	2.5	2.5
Kool	7,298	2.2	2.2
Vantage	7,169	2.2	2.2
Virginia Slims	5,755	1.7	1.7
Generic/Store	5,323	1.6	1.6
Benson & Hedges	5,011	1.5	1.5
Pyramid	3,999	1.2	1.2
Newport	3,792	1.1	1.1
Bristol	3,781	1.1	1.1
Parliament Lights	3,596	1.1	1.1
Raleigh	3,561	1.1	1.1
Century 25's	2,781	0.8	0.8
Viceroy	2,612	0.8	0.8
More	2,123	0.6	0.6
Capri	2,073	0.6	0.6
Malibu	2,041	0.6	0.6
Others	23,593	7.1	7.1
Unknown	0	0.0	

2073133382

BUCKS 2 FREE PACKS
 =====
 Marlboro Responders

N = 257,850

		Total Without Total Unknowns	
	#	%	%
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GENDER			
Women	89,435	34.7	34.7
Men	168,151	65.2	65.3
Initial/Ambig/Unknown	264	0.1	
AGE			
21-24	51,466	20.0	20.4
25-34	97,677	37.9	38.7
35-44	57,798	22.4	22.9
45-54	24,569	9.5	9.7
55-64	12,464	4.8	4.9
65+	8,200	3.2	3.2
Unknown	5,332	2.1	
LENGTH			
Less than 85	0	0.0	0.0
Kings/85's	184,892	71.7	77.4
Longs/100's	53,912	20.9	22.6
Extra Longs/120's	5	0.0	0.0
Unknown	19,041	7.4	
TAR LEVEL			
Full flavor	146,494	56.8	60.2
Lights	96,590	37.5	39.7
Ultras	90	0.0	0.0
Unknown	14,689	5.7	
FLAVOR			
Menthol	10,448	4.1	4.4
Non-Menthol	227,090	88.1	95.6
Unknown	20,312	7.9	
BUYKIND			
Both ways	111,559	43.3	47.0
Carton	53,842	20.9	22.7
Pack	72,055	27.9	30.3
Unknown	20,394	7.9	

2073133383

BUCKS 2 FREE PACKS

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Marlboro Responders

N = 257,850

		Total	Total Without
		Total	Unknowns
	#	%	%
	---	---	---
MANUFACTURER			
Philip Morris	256,807	99.6	99.6
American Brands	126	0.0	0.0
Brown and Williamson	111	0.0	0.0
Liggett	27	0.0	0.0
Lorillard	56	0.0	0.0
RJ Reynolds	679	0.3	0.3
Generics		0.0	0.0
Unknown	44	0.0	
TOP BRANDS			
Marlboro	256,469	99.5	99.5
Winston	263	0.1	0.1
Camel	207	0.1	0.1
Bucks	159	0.1	0.1
Cambridge	61	0.0	0.0
Salem	58	0.0	0.0
Doral	58	0.0	0.0
Kool	51	0.0	0.0
Malibu	48	0.0	0.0
Merit	46	0.0	0.0
Magna	34	0.0	0.0
Benson & Hedges	34	0.0	0.0
Kent	32	0.0	0.0
Generic/Store	31	0.0	0.0
Vantage	30	0.0	0.0
Pall Mall	29	0.0	0.0
Viceroy	26	0.0	0.0
Montclair	22	0.0	0.0
Raleigh	17	0.0	0.0
Pyramid	17	0.0	0.0
Bristol	17	0.0	0.0
Century 25's	16	0.0	0.0
Newport	15	0.0	0.0
More	12	0.0	0.0
Richland 25's	11	0.0	0.0
Others	87	0.0	0.0
Unknown	0	0.0	

2073133384

BUCKS 2 FREE PACKS

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Winston Responders

N = 113,064

		Total Without Total Unknowns	
	#	%	%
	---	---	---
GENDER			
Women	40,747	36.0	36.1
Men	72,173	63.8	63.9
Initial/Ambig/Unknown	144	0.1	
AGE			
21-24	7,167	6.3	6.5
25-34	25,564	22.6	23.2
35-44	31,694	28.0	28.8
45-54	22,083	19.5	20.1
55-64	13,248	11.7	12.0
65+	10,373	9.2	9.4
Unknown	2,930	2.6	
LENGTH			
Less than 85	0	0.0	0.0
Kings/85's	72,465	64.1	70.2
Longs/100's	30,812	27.3	29.8
Extra Longs/120's	5	0.0	0.0
Unknown	9,782	8.7	
TAR LEVEL			
Full flavor	62,476	55.3	57.8
Lights	39,737	35.1	36.7
Ultras	7,894	7.0	7.3
Unknown	4,895	4.3	
FLAVOR			
Menthol	166	0.1	0.1
Non-Menthol	112,806	99.8	99.9
Unknown	92	0.1	
BUYKIND			
Both ways	45,833	40.5	44.2
Carton	36,158	32.0	34.8
Pack	21,786	19.3	21.0
Unknown	9,287	8.2	

2073133385

BUCKS 2 FREE PACKS

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Winston Responders

N = 113,064

		Total	Without
		Total	Unknowns
	#	%	%
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MANUFACTURER			
Philip Morris	639	0.6	0.6
American Brands	90	0.1	0.1
Brown and Williamson	97	0.1	0.1
Liggett	25	0.0	0.0
Lorillard	56	0.0	0.0
RJ Reynolds	112,122	99.2	99.2
Generics		0.0	0.0
Unknown	35	0.0	
TOP BRANDS			
Winston	111,775	98.9	98.9
Marlboro	413	0.4	0.4
Camel	148	0.1	0.1
Bucks	90	0.1	0.1
Doral	70	0.1	0.1
Salem	67	0.1	0.1
Cambridge	43	0.0	0.0
Merit	35	0.0	0.0
Pall Mall	34	0.0	0.0
Kool	31	0.0	0.0
Raleigh	30	0.0	0.0
Kent	27	0.0	0.0
Generic/Store	24	0.0	0.0
Vantage	23	0.0	0.0
Virginia Slims	20	0.0	0.0
Viceroy	19	0.0	0.0
Century 25's	19	0.0	0.0
Newport	16	0.0	0.0
Benson & Hedges	15	0.0	0.0
Pyramid	14	0.0	0.0
Montclair	14	0.0	0.0
Bristol	14	0.0	0.0
Carlton	10	0.0	0.0
Belair	5	0.0	0.0
More	3	0.0	0.0
Others	105	0.1	0.1
Unknown	0	0.0	

2073133386

BUCKS 2 FREE PACKS

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Camel Responders

N = 82,170

	#	%	%
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GENDER			
Women	16,827	20.5	20.5
Men	65,223	79.4	79.5
Initial/Ambig/Unknown	120	0.1	
AGE			
21-24	11,219	13.7	14.0
25-34	22,757	27.7	28.3
35-44	20,093	24.5	25.0
45-54	11,303	13.8	14.1
55-64	7,575	9.2	9.4
65+	7,443	9.1	9.3
Unknown	1,770	2.2	
LENGTH			
Less than 85	1	0.0	0.0
Kings/85's	62,068	75.5	85.9
Longs/100's	10,142	12.3	14.0
Extra Longs/120's	4	0.0	0.0
Unknown	9,955	12.1	
TAR LEVEL			
Full flavor	45,297	55.1	61.1
Lights	28,833	35.1	38.9
Ultras	53	0.1	0.1
Unknown	7,993	9.7	
FLAVOR			
Menthol	95	0.1	0.1
Non-Menthol	81,990	99.8	99.9
Unknown	85	0.1	
BUYKIND			
Both ways	34,045	41.4	45.2
Carton	21,542	26.2	28.6
Pack	19,751	24.0	26.2
Unknown	6,832	8.3	

2073133387

BUCKS 2 FREE PACKS

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Camel Responders

N = 82,170

		Total	Total Without
		Total	Unknowns
	#	%	%
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MANUFACTURER			
Philip Morris	467	0.6	0.6
American Brands	124	0.2	0.2
Brown and Williamson	72	0.1	0.1
Liggett	7	0.0	0.0
Lorillard	33	0.0	0.0
RJ Reynolds	81,445	99.1	99.1
Generics		0.0	0.0
Unknown	22	0.0	
TOP BRANDS			
Camel	81,262	98.9	98.9
Marlboro	297	0.4	0.4
Winston	125	0.2	0.2
Bucks	84	0.1	0.1
Pall Mall	50	0.1	0.1
Cambridge	34	0.0	0.0
Lucky Strike	30	0.0	0.0
Kool	26	0.0	0.0
Salem	24	0.0	0.0
Raleigh	20	0.0	0.0
Kent	19	0.0	0.0
Generic/Store	19	0.0	0.0
Carlton	19	0.0	0.0
Viceroy	18	0.0	0.0
Merit	18	0.0	0.0
Doral	12	0.0	0.0
Virginia Slims	10	0.0	0.0
Montclair	9	0.0	0.0
Malibu	7	0.0	0.0
Vantage	6	0.0	0.0
Old Gold	6	0.0	0.0
Newport	6	0.0	0.0
Benson & Hedges	6	0.0	0.0
More	3	0.0	0.0
Now	2	0.0	0.0
Others	58	0.1	0.1
Unknown	0	0.0	

2073133388

BUCKS 2 FREE PACKS

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Doral Responders

N = 35,922

		Total	Total Without
		Total	Unknowns
	#	%	%
	---	---	---
GENDER			
Women	16,823	46.8	46.9
Men	19,066	53.1	53.1
Initial/Ambig/Unknown	33	0.1	
AGE			
21-24	2,126	5.9	6.1
25-34	9,734	27.1	27.8
35-44	9,631	26.8	27.5
45-54	6,170	17.2	17.6
55-64	4,291	11.9	12.2
65+	3,112	8.7	8.9
Unknown	858	2.4	
LENGTH			
Less than 85	0	0.0	0.0
Kings/85's	14,932	41.6	44.3
Longs/100's	18,753	52.2	55.7
Extra Longs/120's	6	0.0	0.0
Unknown	2,231	6.2	
TAR LEVEL			
Full flavor	12,085	33.6	34.6
Lights	17,850	49.7	51.1
Ultras	5,488	15.3	15.7
Unknown	1,006	2.8	
FLAVOR			
Menthol	5,368	14.9	16.3
Non-Menthol	27,621	76.9	83.7
Unknown	2,933	8.2	
BUYKIND			
Both ways	12,863	35.8	38.4
Carton	16,068	44.7	48.0
Pack	4,562	12.7	13.6
Unknown	2,429	6.8	

2073133389

BUCKS 2 FREE PACKS

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Doral Responders

N = 35,922

	#	%	Total Without Total Unknowns
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MANUFACTURER			
Philip Morris	164	0.5	0.5
American Brands	32	0.1	0.1
Brown and Williamson	36	0.1	0.1
Liggett	15	0.0	0.0
Lorillard	17	0.0	0.0
RJ Reynolds	35,642	99.2	99.3
Generics		0.0	0.0
Unknown	16	0.0	
TOP BRANDS			
Doral	35,549	99.0	99.0
Marlboro	80	0.2	0.2
Camel	33	0.1	0.1
Winston	31	0.1	0.1
Bucks	23	0.1	0.1
Cambridge	21	0.1	0.1
Bristol	14	0.0	0.0
Montclair	12	0.0	0.0
Pyramid	11	0.0	0.0
Merit	11	0.0	0.0
Kool	11	0.0	0.0
Raleigh	10	0.0	0.0
Kent	10	0.0	0.0
Generic/Store	10	0.0	0.0
Vantage	9	0.0	0.0
Salem	7	0.0	0.0
Pall Mall	7	0.0	0.0
Viceroy	6	0.0	0.0
Benson & Hedges	6	0.0	0.0
More	5	0.0	0.0
Carlton	4	0.0	0.0
Belair	4	0.0	0.0
Malibu	3	0.0	0.0
Newport	2	0.0	0.0
True	1	0.0	0.0
Others	42	0.1	0.1
Unknown	0	0.0	

2073133390